

## ABSTRAK

Kebanyakan surat kabar mengandalkan hidupnya dari iklan. Strategi komunikasi pemasaran yang efektif perlu dilakukan dalam lingkungan industri surat kabar yang kompetitif. SKH Harian Jogja melakukan strategi komunikasi pemasaran untuk menjaring pengiklan dengan strategi komunikasi langsung dan tidak langsung. Strategi komunikasi langsung (*personal selling, direct response marketing, sales promotion*) dilakukan dengan mengajak secara langsung konsumen untuk beriklan di SKH Harian Jogja, seperti melalui strategi tarif iklan murah, strategi diskon tarif pelanggan tetap, menjelaskan potensi pembaca, hadiah, strategi *voucher* dan *social media*. Strategi Komunikasi tidak langsung (*advertising* dan *public relation* ) dilakukan dengan mendekatkan SKH Harian Jogja dengan masyarakat dengan melalui pengembangan Brand, seperti melalui strategi *sponsorship* kegiatan sosial, strategi kerjasama, seminar, pelatihan, publikasi, brosur dan iklan media. Beberapa kendala yang dialami dalam strategi komunikasi untuk menjaring pengiklan, antara lain persaingan yang sangat ketat dengan surat kabar sejenis yang semakin banyak dengan berbagai promosi dan strateginya sendiri. Beberapa faktor pendukung dalam meningkatkan penjualan antara lain bidikan segmen masyarakat lokal, serta dukungan koran Nasional Bisnis Indonesia dan brand koran daerah lainnya yaitu Solopos yang sudah terpercaya dan pada akhirnya dapat membantu perusahaan untuk meningkatkan *brand image* Harian Jogja.

## **ABSTRACT**

*Most newspapers to rely on advertising. Effective marketing communication strategy needs to be done in an environment of competitive newspaper industry. Harian Jogja Newspaper perform marketing communications strategy to attract advertisers with strategy of direct and indirect communication. Strategy of direct communication (personal selling, direct response marketing, sales promotion) is done directly by persuading consumers to advertise in SKH Harian Jogja, such as through cheap advertising rates strategy, discount rates regulars strategy, explains potential readers, gifts, vouchers and social media. Indirect communication strategy (advertising and public relations) conducted by Harian Jogja Newspaper closer with the community through the development of Brand, through activities such as: sponsorship of social activities, cooperation, seminars, training, publications, brochures and media advertisements. Some of the constraints experienced in the communication strategy to attract advertisers, among others, the competition is very tight with the kind of newspaper that more and more with a variety of promotions and its own strategy. Baberapa contributing factor in increasing sales, among others shooting segments of local communities, as well as support national newspaper that's Bisnis Indonesia newspaper and other local brand that has been trusted and Solopos which can ultimately help companies to increase brand image SKH Harian Jogja.*